

## Privacy Notice – (Local Flood Risk Management Strategy Consultation)

We thank you for participating in this consultation and we value your contribution.

### The categories of this information that we collect, process, hold and share include:

We are collecting personal identifiers as part of this survey which includes IP address, and post codes. This is so we can ensure only one response is received per resident/visitor. Following validation of the data the IP addresses and full names will be deleted. The addresses and postcodes will be retained until the data has been fully analysed and a full report completed.

### Why we collect and use this information

The information you provide will help the Council to understand your views on Sefton's Local Flood and Coastal Erosion Risk Management Strategy and accompanying Business Plan to ensure the document:

- Provides an appropriate context in relation to flood and erosion risk across Sefton
- Outlines a clear purpose
- Clearly defines the roles and responsibilities of those involved in flood and erosion risk management
- Defines the actions that will be undertaken by Sefton Council and other key stakeholders in the management of flood and coastal erosion risk

### Storing this information

Any personal information that you provide to the Council as part of this consultation will be handled and used in compliance with the principles of the UK General Data Protection Regulation. Regardless of whether it is electronic or on paper it will be stored and processed securely and deleted within 2 years.

### The lawful basis upon which we use this data:

Article 6 of the UK General Data Protection Regulation

6(1)(e) – The processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Sefton Council are committed to providing formal and informal recreational and play opportunities within the Borough's greenspaces, has a duty of care to site users and a requirement to protect its designated sites, to support the Sefton 2030 Vision and its commitment to act on Climate and make biodiversity net gains.

The Council also asks equality monitoring questions to help it comply with the Equality Act 2010 to help us understand who is responding to the survey and to help us ensure that there is equality of opportunity for protected groups of people.

### **Confidentiality of data:**

Your contributions will be anonymised on receipt and your comments will then be used for research and consultation purposes. Your identity and contact details will not be published by us at any stage without your consent.

### **Who we share this information with:**

Your personal data will not be shared with any external organisations. Analysis or reports arising from the consultation will contain anonymised data.

Your personal data is not transferred outside of the UK

### **Requesting access to your personal data**

You have the right, in certain circumstances to:

- Object to processing of personal data that is likely to cause, or is causing damage or distress
- Prevent processing for the purposes of direct marketing
- Object to decisions being taken by automated means
- In certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and

The right to lodge a complaint with the supervisory authority (the Information Commissioner's Office)

Withdraw consent for the processing where consent is the lawful basis

To make a request for your personal information or to exercise any of your rights as set out above, please complete the Individual's Rights Form found at the following link on our website or call 0345 140 0845

[Privacy policy \(sefton.gov.uk\)](https://sefton.gov.uk/privacy-policy)

For more information about this Privacy Notice, please contact Sefton Council's Data Protection Officer.

The contact for this consultation is Green Sefton

0151 934 2961 [greensefton@sefton.gov.uk](mailto:greensefton@sefton.gov.uk)

### **Data Protection Officer**

Sefton Council's Data Protection Officer can be contacted at:

E-mail: [info.information@sefton.gov.uk](mailto:info.information@sefton.gov.uk)

Telephone: 0345 140 0845